

de Fornaro Carlo

DEAWER 19A

Artists-D

M. 2009 085. 02305

Artists of Abraham Lincoln portraits

Carlo de Fornaro

Excerpts from newspapers and other
sources

From the files of the
Lincoln Financial Foundation Collection



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President
Lincoln Nat. Life Ins Co
Fort Wayne. Ind.

20. Sep. 38. New York
627 West 136 St.

NATIONAL
LIFE INSURANCE CO.
RECEIVED SEP 21 1938 C

Dear Sir;

I have seen your very artistic ads in the American magazines and am writing to you upon this subject as I have just finished a collection of psychoportraits of the American Presidents from the first to the 31st. which will be exhibited in the near future.

Among the paintings of the Presidents I have made several ones of Abraham Lincoln; one beardless (1860) at the time of his first nomination; the second one with a beard (1863) the third one in 1865 just about the time of his death and the last one on his death bed.

As you have done such excellent advertising work I suggest that you might carry out your advertising idea further. to use a reproduction in colors of Lincoln's portrait for a calendar advertising your name & offering it to those who wished to own or frame the portrait in color.

to reproduce it in color in some of the
magazines.

My paintings are all 10"x12" - can be
very easily reproduced in color (lithograph)
cheaper than in photo-color.

Should you entertain such an idea I think
he glad to send you first a photographic
reproduction of a Lincoln portrait & then
we might be able to make an arrangement
about the painting.

This painting I have in mind has been considered
by artists & writers in New York as one of the
best characterizations of Lincoln, for as you
may know, from Herz's book, his portraits as done
by his contemporary artists are generally very
poor. His photos are much better but there
are none in color to compare to them. My
paintings of Lincoln have been ranked for
many of the best photos.

Should you consider the idea at all kindly
drop me a line as I expect very soon
to exhibit the collection & dispose of it to
some museum.

I am so very truly

Carlo de Formero.

Original Painting

September 22, 1938

Mr. Carlo de Fornaro
627 W. 136th St.
New York, N. Y.

Dear Sir:

Your letter to President Hall has been directed to this department and we appreciate your calling to our attention the availability of your Lincoln painting.

We have a standard portrait of Lincoln which we use on our policies, letterheads, etc. and own the original color portrait made by Crawford, the English artist.

It does not appear to us just now that there is any place we could use any of the items which you suggest or any call for the granting of a new commission for further Lincoln studies.

Very truly yours,

IAW:BS

Director

Tornaro, Carlo

DRAWER 19A

Artists-R

